



Shared Challenges and Plans to Recover/Rebound Arrivals

GHRA General Membership Meeting





Introduction



- Régine Biscoe Lee
President & CEO
 - Community leader and advocate
 - Former senator and policy advisor
 - Champion for workforce development, small business, and environmental sustainability
 - Recognized by the Obama Foundation, USCCR, APAICS; active in local and regional organizations
 - Proud daughter of Guam, dedicated to community wellness, equity, and opportunity



Agenda

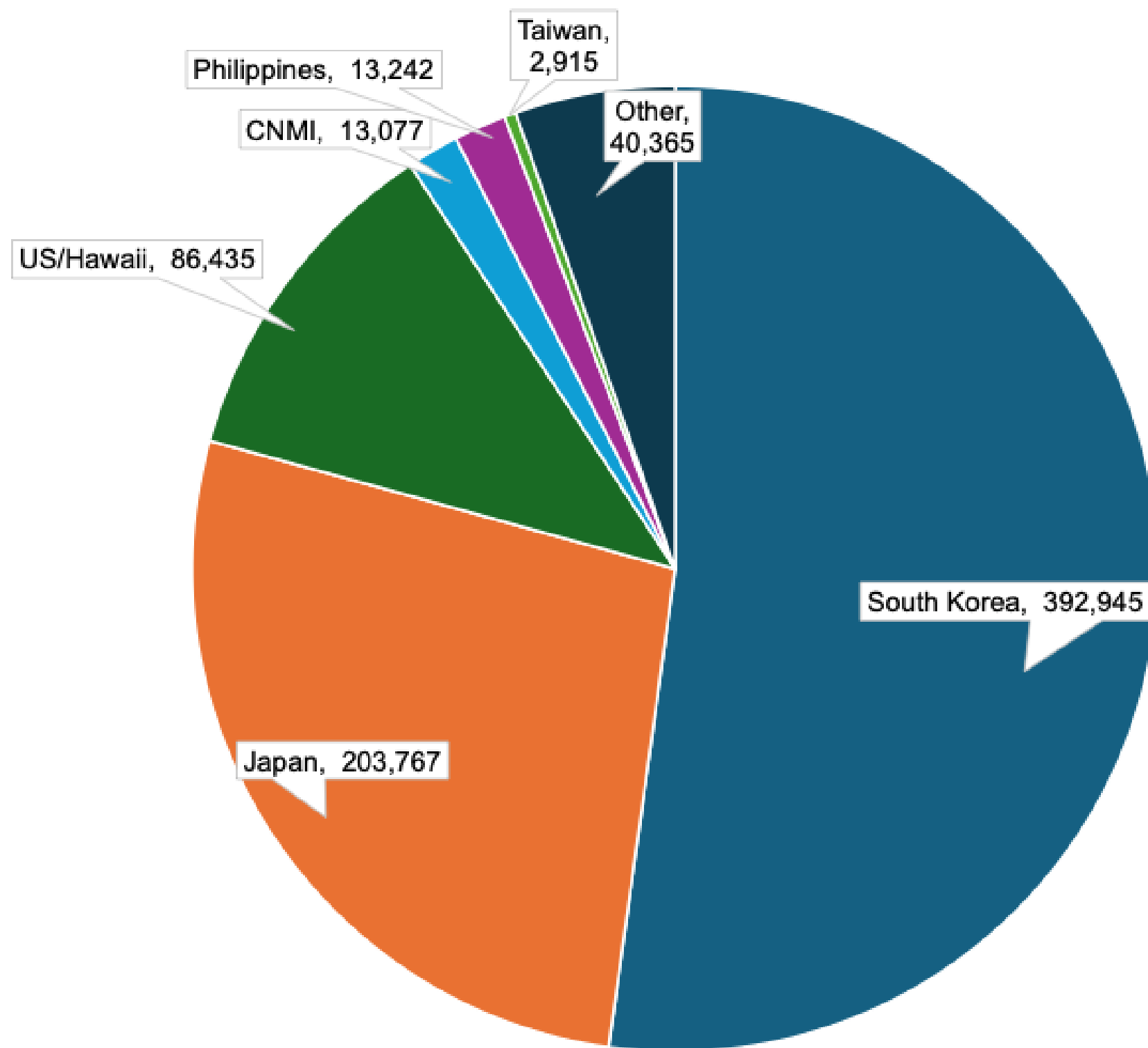
GUAM

- Current Situation
- Shared Challenges
 - Currency Valuation
 - Seat Capacity
- Plans to Recover and Rebound Arrivals

Situation

- FY2024: 752,746 arrivals (46.2% of 2019 levels)
 - South Korea (53.5%)
 - Japan (30.7%)
 - USA/Hawaii (92.5%)
 - CNMI (58.0%)
 - Philippines (63.9%)
 - Taiwan (10.3%)

FY2024 ARRIVALS



Situation



- FYTD Mar 2025: 362,621 arrivals (43.7%) *as of March 1-31, 2025 (civilian air)*
- FY2025 projections: 900k arrivals (60%)
 - based on outbound travel trend in South Korea and Japan
- Shortfall in arrivals
 - Currency valuation of JPY & KRW
 - Heightened competition from cheaper regional destinations





Situation



- Urgent need of investment across multiple areas
 - Increase seat capacity
 - Improve tourism infrastructure
 - Create new events and offerings
 - Invest in branding

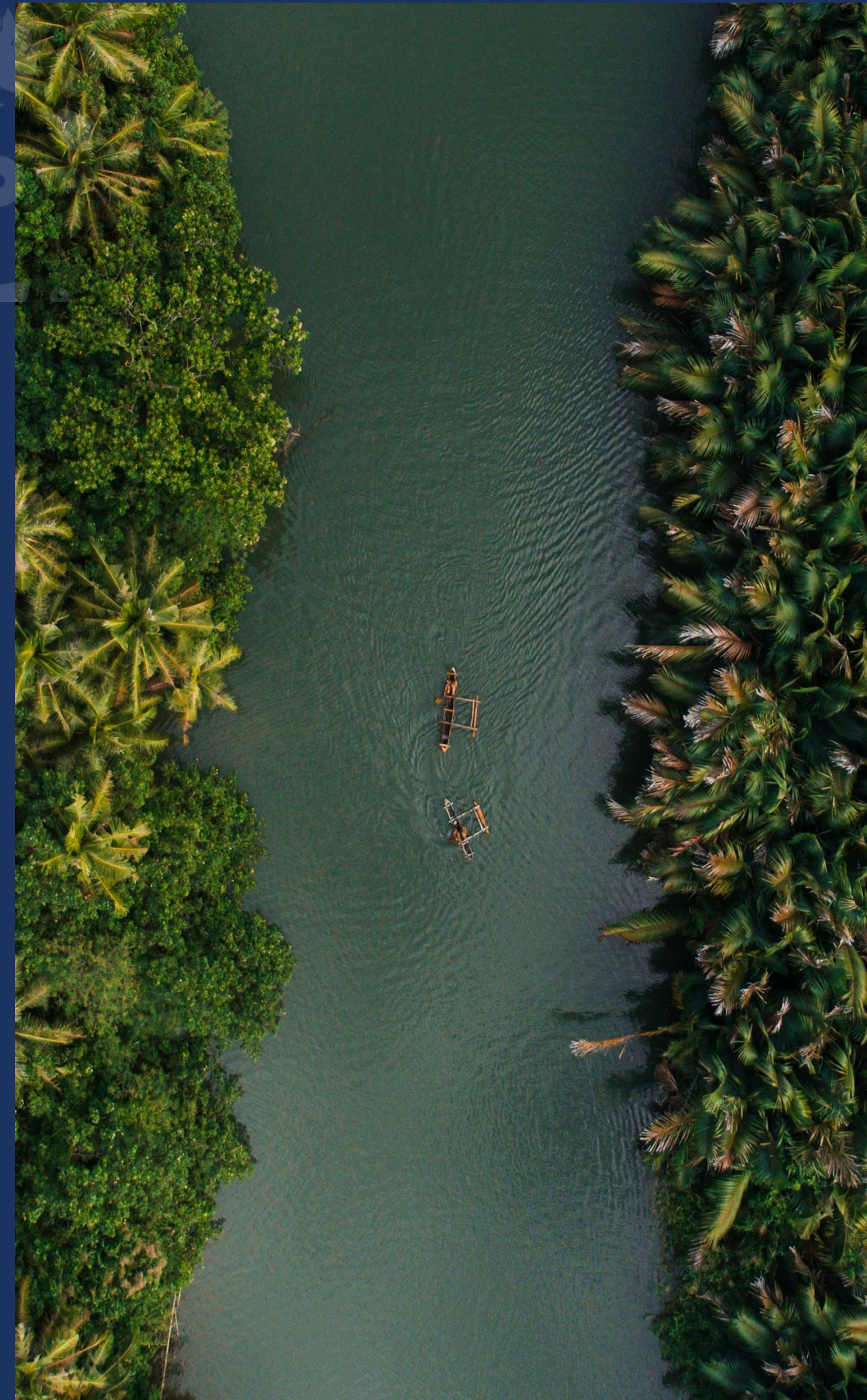
Shared Challenges



Shared Challenges – Currency Valuation



- Currency Valuation
 - Korean Won down by 21% since 2020 levels
 - ₩1,218.30 March 2020 vs. ₩1,472.05 March 2025
 - Japanese Yen down by 40% since 2020 levels
 - ¥107.53 March 2020 vs. ¥149.95 March 2025
- Rise in travel to other destinations
 - Top 5 travel destinations for South Korean tourists: Japan, Vietnam, Thailand, Australia and Indonesia
 - Top 5 destinations for Japanese tourists: Hawaii, South Korea, Taiwan, Thailand and California



Shared Challenges – Seat Capacity



- Strong travel demand from South Korea visitors despite KRW valuation
 - 89% average load factor for inbound flights from Korea
 - South Korean nationals: 81% average load factor
- Need for increased seat capacity to support strong demand
 - FY2025: total seat capacity at 421,836 (47.5% of 2019 levels)
- Shortage in global commercial aircraft
- Aircraft production disruptions



Situation: SOUTH KOREA ARRIVALS



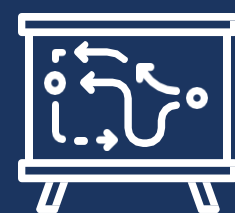
SEAT CAPACITY:
421,836



TARGET LOAD FACTOR: 90%



PROJECTED ARRIVALS:
349,918



AIRLINE STRATEGY SUPPORT PROGRAM

- STRATEGIC INITIATIVE TO INCREASE SEAT CAPACITY
- SECURE NEW/ ADDITIONAL FLIGHTS
- UTILIZE AIRLINE & TA CHANNELS TO PROMOTE GUAM

Situation: JAPAN ARRIVALS



SEAT CAPACITY:
510,852



TARGET LOAD FACTOR: 68%



PROJECTED ARRIVALS:
350,000



T'WAY RESUMES KIX-GUM
ROUTE AFTER 5 YEARS

- 14,175 ADDITIONAL SEATS FROM JULY 18- SEPT 30
- AIM TO REACH 80% LOAD FACTOR: 11,340 PAX
- B737-800 (189 SEATS)

Plans to Recover & Rebound Arrivals

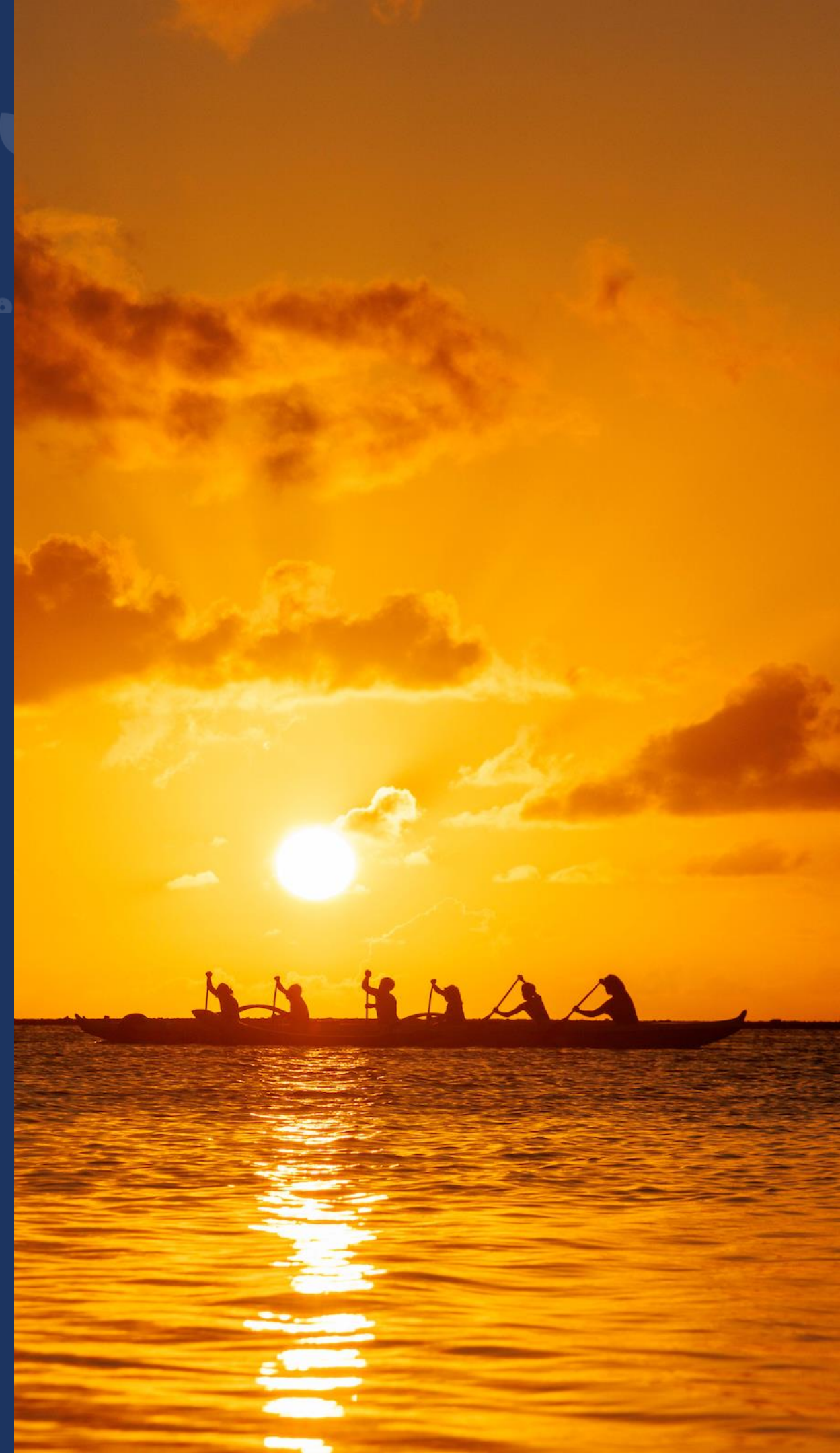


Recovery Committee



COMMITTEE COMPOSITION

- Created by Governor Lou Leon Guerrero to revitalize tourism
- Composed of GVB Board of Directors, GVB management, and stakeholders
 - Public and private collaboration to produce plans with immediate actions & long-term strategies
 - Guam Bureau of Statistics and Plans (BSP) -Tourism Recovery Plan





Recovery Committee



GVB Tourism
Recovery
Committee

Destination

Air Service
Development

Marketing



DESTINATION MANAGEMENT

1. Make Guam a better place to live, work, and visit
2. Deliver the Guam experience promised in GVB's marketing campaigns





Recovery Committee



DESTINATION MANAGEMENT

- Short-term priorities (3-6 months)

- Water blast and painting
- Minor repairs

Existing GVB Programs

- Beach cleaning
- Landscape maintenance
- Park maintenance



Recovery Committee



DESTINATION MANAGEMENT

- Mid- to long-term plans (6+ months)
 - Resurfacing of San Vitores Road
 - Integrate the Hagåtña restoration and redevelopment
 - Major infrastructure repairs
 - Island-wide sightseeing repairs
 - Public restrooms improvements
 - Airport and ground transportation

Recovery Committee



AIR SERVICE DEVELOPMENT

- Increase seat capacity
- Priority on targeted and strategic programs; primary focus on South Korea due to high demand & load factor
- Ongoing work to develop Japan routes and exploration of new viable routes from existing and potential markets



Recovery Committee



MARKETING

- Rebrand with a unified message focused on CHamoru culture
 - History, culinary, arts, sustainable tourism
- Market Guam's unique selling points with a focus on culture
- Utilize research and data
- Renewed commitment to GVB Signature Events



Signature Events



- 2025 Ko'ko Weekend race events: April 12 & 13
 - Kids Fun Run: ~300 local and international kids
 - In partnership with the Japan Club of Guam, the Japanese Spring Festival *Harumatsui* was held after
 - Half Marathon: 519 runners
 - A record turnout in the history of Guam Running Club half marathons
 - Over 400 international runners (Japan, Korea, Taiwan, US, and the Philippines)
 - 5K Ekiden Relay: 240 participants
 - Great coverage by international media and SM influencers
- Next Ko'ko Weekend: April 11 & 12, 2026



Photo Credit: @ginger_snaps_photography

Signature Events



- 37th Annual Guam ~ Micronesia Island Fair
- June 7-8, 2025, Governor Joseph Flores Memorial Park, Ypao Beach
- Free event showcasing the unique cultural heritage of Micronesia
- Please add to your calendar and join us to celebrate One Marianas!



37th Annual Guam • Micronesia ISLAND FAIR

FOOD • MUSIC • CULTURE • DANCE

EXPERIENCE THE BEST OF MICRONESIAN CULTURE IN ONE FESTIVAL!

SAVE THE DATE

JUNE 7 & 8, 2025

GOVERNOR JOSEPH FLORES MEMORIAL PARK, YPAO BEACH

For more information call (671) 646-5278 or log on to visitguam.com/gmif



Si Yu'os Ma'åse'